

Equal to any challenge:

## Attraction and Ambition expedition jackets

### The route to the world's most exciting places has never been lighter

Months of rigorous training, all for a single moment. Just under the summit, the air is thin and breathing is hard. But all your exhaustion has magically vanished. All that counts is that first view from the top. Stunning! And how much better if you have the support of a material that doesn't weigh you down as you head for your goal, but delivers high-performance support: Attraction and Ambition down jackets by Yeti.

### Featherlight filling

The advanced successors to the Companion Collection, they're ready for any expedition, featuring new, even thicker down filling but still weighing in at less than 400 grams! The featherlight jackets are barely noticeable on treks, keep you reliably warm even in extreme weather conditions – and also make sure you look good on the way to your destination.

On expeditions, when every gram counts, there's no place for heavy jackets. That's why Yeti has developed a featherlight filling for Attraction, its women's jacket and Ambition, the men's version. This filling is composed of ultra-light 'crystal down' – feathers with a loose branched and hooked texture that are particularly efficient at trapping air and retaining warmth.

### Next to Nothing

Where others groan under the weight of their jacket, Yeti-wearers revel in the cosy warmth! The down filling – weighing in at a mere 160 grams for the men's jacket (size M) – is encased in a shell of high-tech Next to Nothing fabric. This advanced material is extremely light yet highly durable, and is produced in a sophisticated technique known as 'dotting finish' in which the fibres are 'fixed' in the weave wherever they cross, preventing the fabric from distorting and ensuring excellent shape retention.

Unlike conventional textiles, Next to Nothing's permanent close weave prevents even the tiniest feathers from escaping. The fabric is practically creaseless and antistatic, without the 'crackle' of many other synthetic materials. Yeti's Ambition and Attraction jackets are lightweight high-tech masterpieces – because when your goal is the roof of the world, you want a partner that supports you, not weighs you down!



## The bearable lightness of great adventures

Yeti not only selected the lightest available fabric and filling for these jackets, but also developed the lightest possible design. In the H-chamber construction, vertical chamber walls separate the inner and outer layers of fabric, saving weight and boosting thermal insulation. Explorers and adventurers remain warm and snug, whether they're at the highest summits or in the midst of the Antarctic wastes; the practical hood makes sure of that, with an elastic opening that moulds closely around the face to keep out wind, plus a drawstring to optimize the field of vision.

Sleeves are extra-long to give added freedom of movement, with cuffs of extra-durable high-quality Velvet Stretch that defy even jagged rocks and are highly resistant to pilling. The generous inner pockets offer plenty of space for useful items.

When not in use, the jacket can simply be compressed and folded up into its side pocket – no problem for the robust crystal down filling. After all, when adventurers push themselves to the limit, shouldn't they expect that their equipment can do the same?

## Availability

The Attraction and Ambition down jackets are available from September in colours Black/Light Grey and Treetop/Light Grey from specialist retailers.



## Yeti

Yeti GmbH is an innovation-driven manufacturer of premium outdoor products, including the world's lightest down sleeping bags, expedition clothing and down-filled jackets, coats and vests. Yeti's award-winning products are at the cutting edge of innovation, ultra-light and highly compressible.

Every year Yeti's staff produce around 10,000 down sleeping bags, among the best in the world and standard equipment for extreme expeditions. Yeti products are "handmade in Germany" and have won many awards including Red Dot Award, Gear of the Year (Outdoor Magazin), and IF Gold Award, Silver class from Designpreis Deutschland.

Find out more about the Yeti brand and sales information at: [www.yetiworld.com](http://www.yetiworld.com)

# PRESS RELEASE



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